Substitute for form 1449/PTO	Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT *(Use as many sheets as necessary)*	Application Number	10/748,759
	Filing Date	December 30, 2003
	First Named Inventor	SCHOLL, Nathaniel Blake
	Art Unit	3622
	Examiner Name	RETTA, YEHDEGA
Sheet	1	of	2	Attorney Docket Number	026014-002300US

U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No.¹	Document Number — Number Kind Code²(if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	1	US-2004/0088241 A1	05-06-2004	Rebane et al.	
	2	US-2005/0097024 A1	05-05-2005	Rainey	
	3	US-2006/0120311 A1	06-02-2006	Thrall	
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Examiner Initials*	Cite No.¹	Foreign Patent Document — Country Code³ Number⁴ Kind Code⁵(if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T⁶

NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No.¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T²
	7	CHARLWOOD, W., "AdWords bid price; Facts about AdSense.com – Publishers and Advertisers; Vickrey auctions and AdWords; Vickrey Second Price Auctions," located at <http://www.factsaboutadsense.com/vickrey.htm>, last accessed on February 24, 2009, 6 pages.	
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Examiner Signature		Date Considered	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.
¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached.

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Substitute for form 1449/PTO			**Complete if Known**	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT *(Use as many sheets as necessary)*			Application Number	10/748,759
			Filing Date	December 30, 2003
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			Art Unit	3622
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Sheet	2	of 2	Attorney Docket Number	026014-002300US

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials *	Cite No.[1]	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T[2]
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Examiner Signature		Date Considered	

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